

MISSOURI DIVISION OF TOURISM

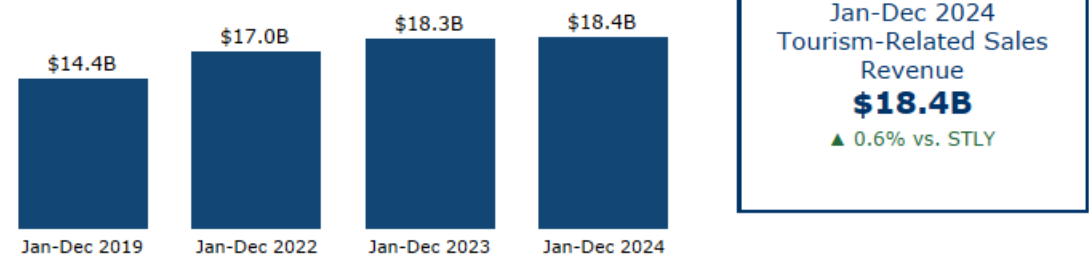
FEBRUARY 2025 TRAVEL BAROMETER
(DATA AVAILABLE AS OF 3/13/25)





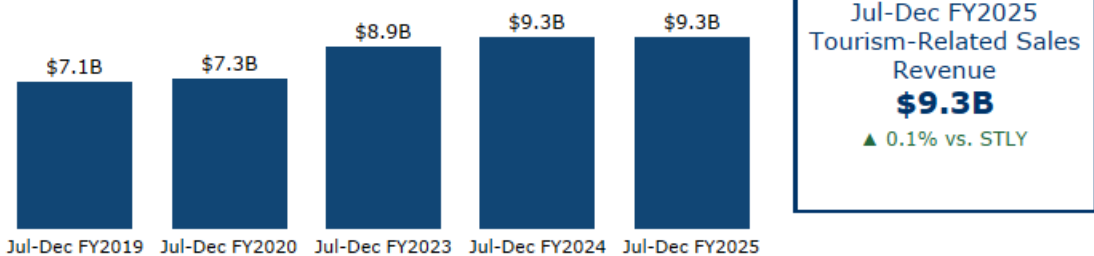
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

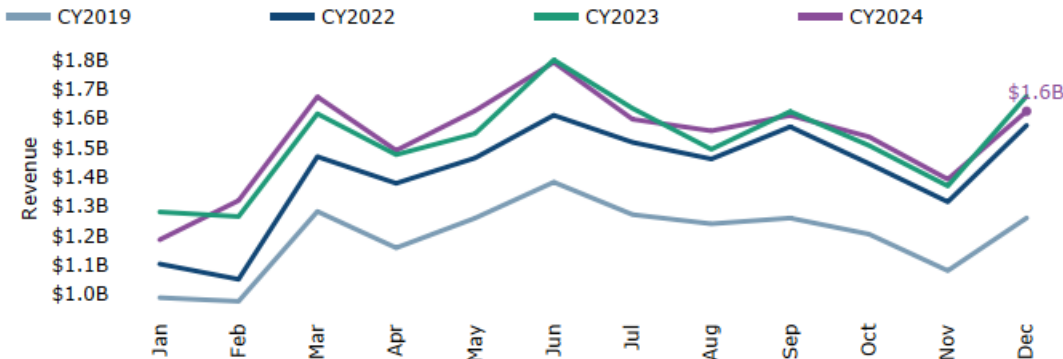


Fiscal Year-to-Date

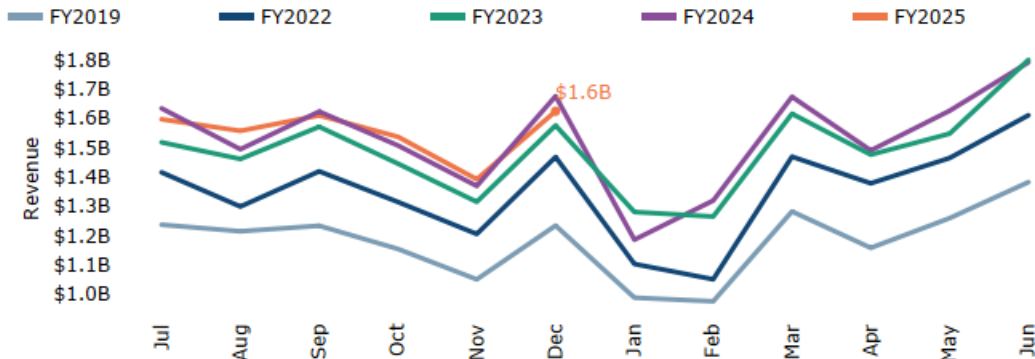
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year



Hotel Performance

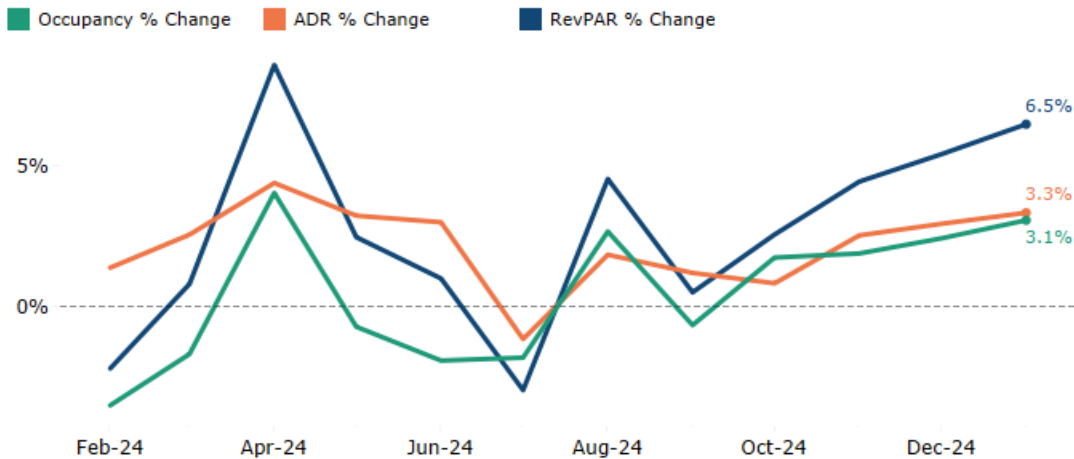
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jan 2025	41.1%	\$109	\$45	3.3M	1.3M	\$146.4M
Change vs. Previous Year	▲ 3.1%	▲ 3.3%	▲ 6.5%	▲ 0.1%	▲ 3.1%	▲ 6.6%
Year-to-Date	41.1%	\$109	\$45	3.3M	1.3M	\$146.4M
Change vs. Previous Year	▲ 3.1%	▲ 3.3%	▲ 6.5%	▲ 0.1%	▲ 3.1%	▲ 6.6%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Jan 2025	18.6%	\$152	\$28
Change vs. Previous Year	▼ 9.0%	▲ 9.2%	▼ 0.6%
Year-to-Date	18.6%	\$152	\$28
Change vs. Previous Year	▼ 9.0%	▲ 9.2%	▼ 0.6%

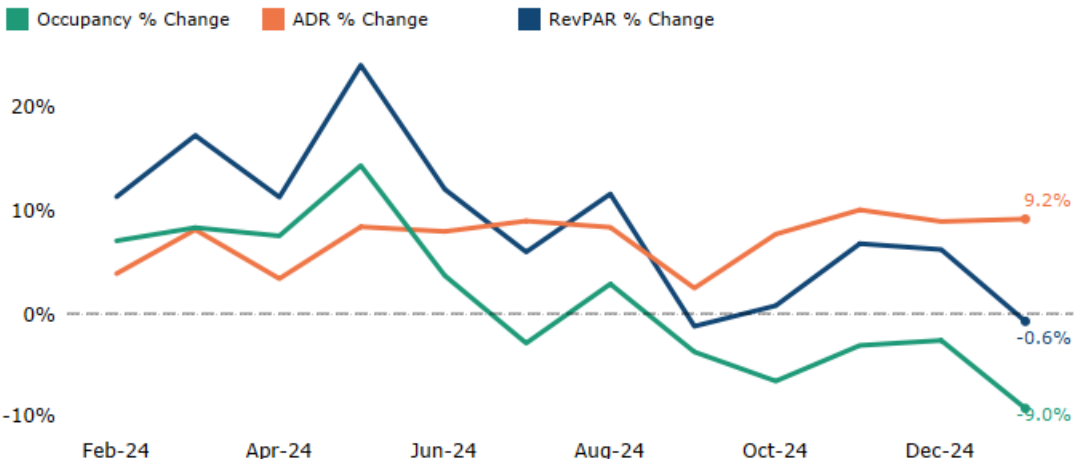
STR Monthly Lodging Trends

% Change from Previous Year



KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



Source: STR
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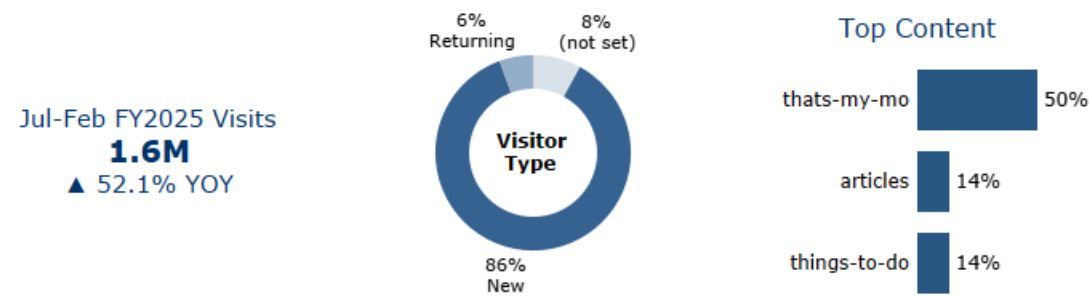
Source: KeyData
KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



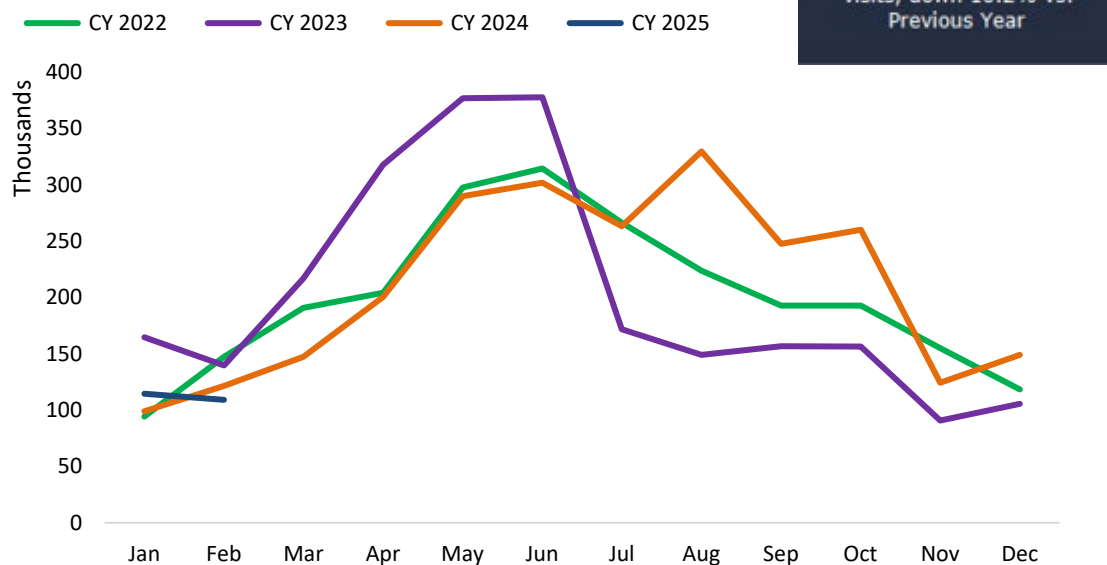
Calendar Year-to-Date



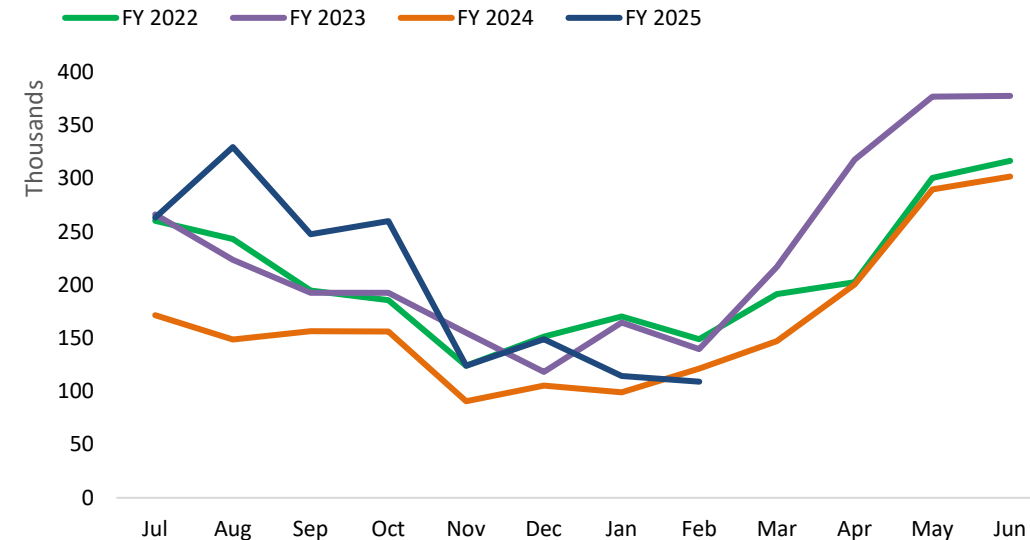
Fiscal Year-to-Date



Calendar Year Visits to VisitMO.com by Month



Fiscal Year Visits to VisitMO.com by Month



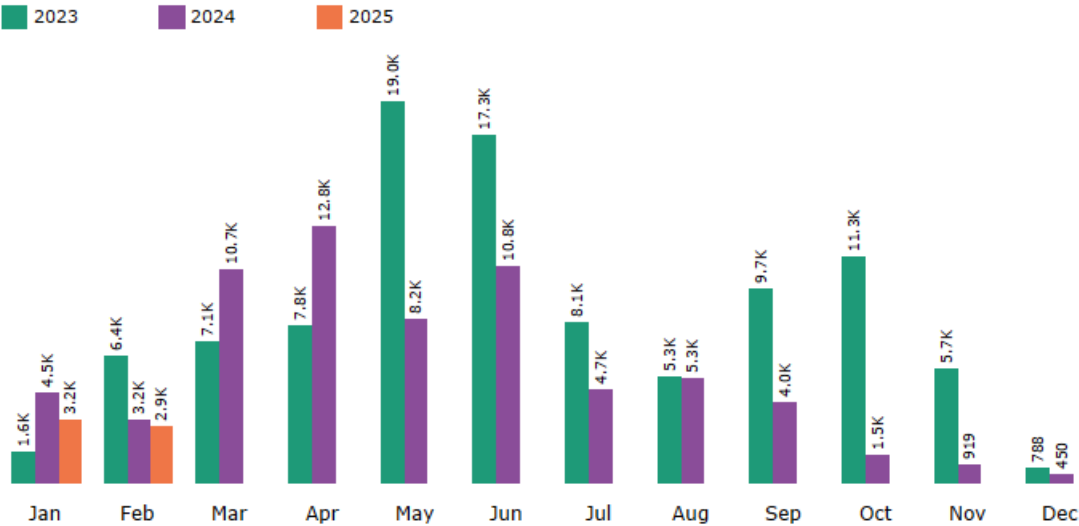


Travel Guide Fulfillment

Feb 2025
2.9K
▼ -10.2% vs. STLY

Jan-Feb 2025
6.1K
▼ -20.9% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month



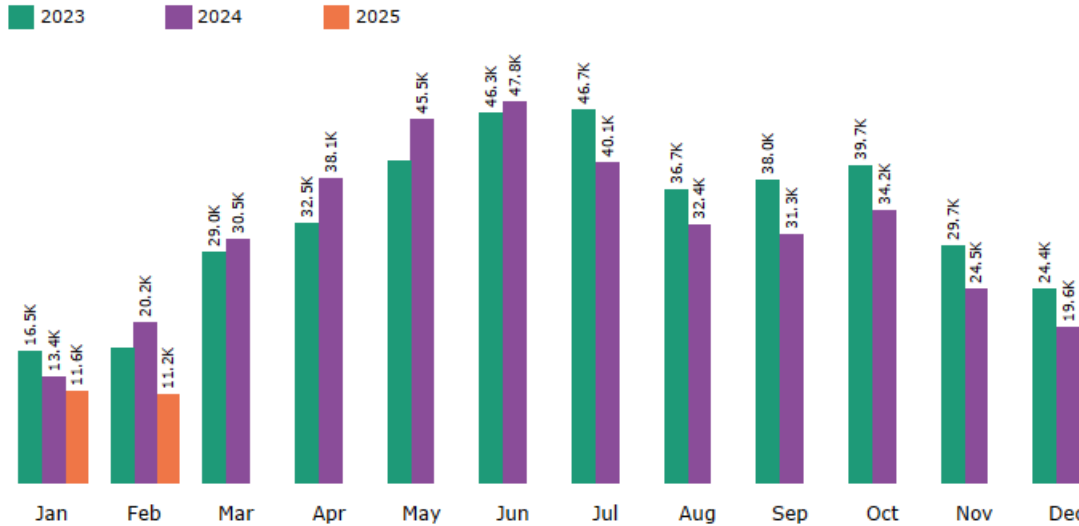
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits

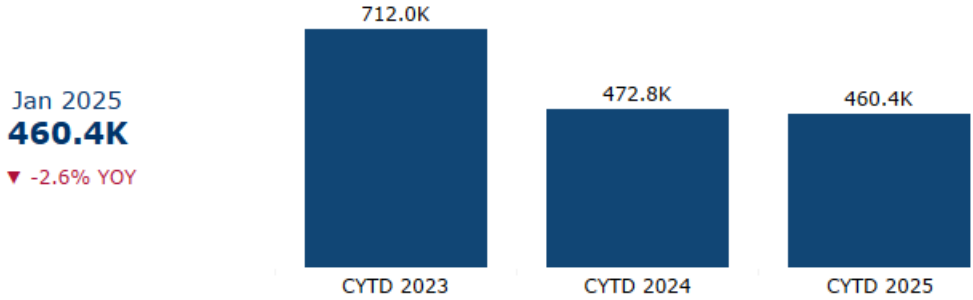
Feb 2025
11.2K
▼ -44.8% vs. STLY

Jan-Feb 2025
22.7K
▼ -32.4% vs. STLY

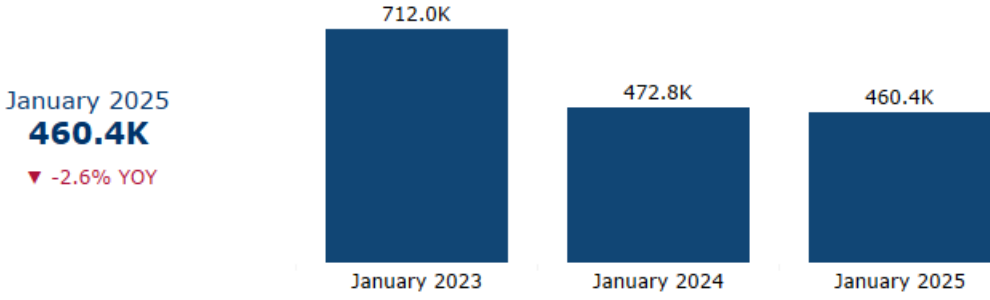
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

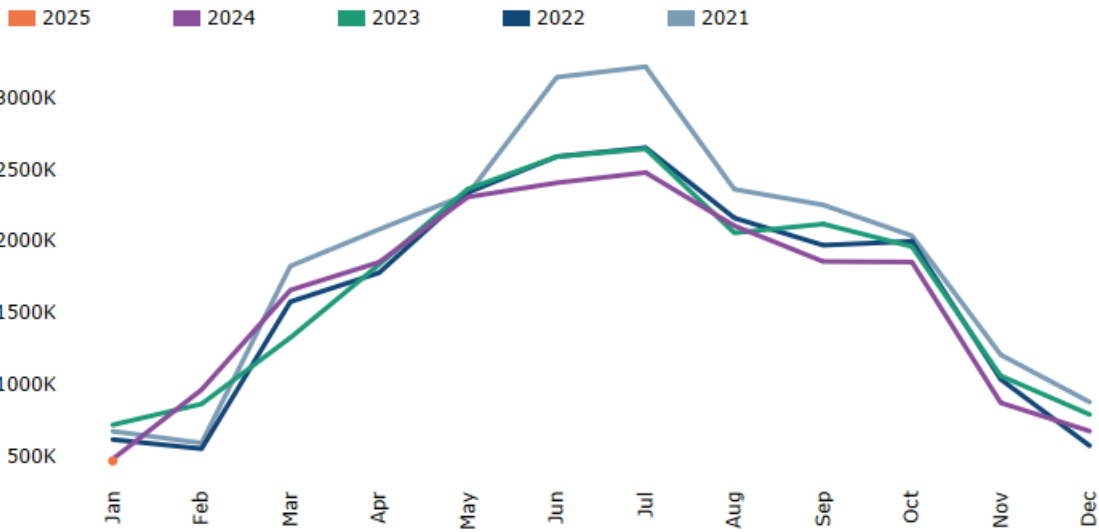


Monthly Visitation



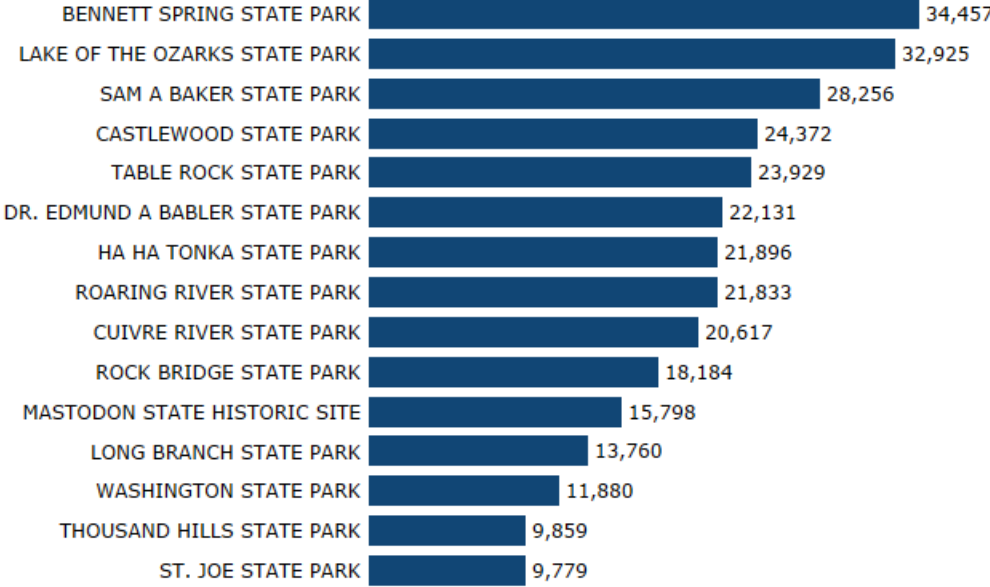
State Parks Visitors by Month

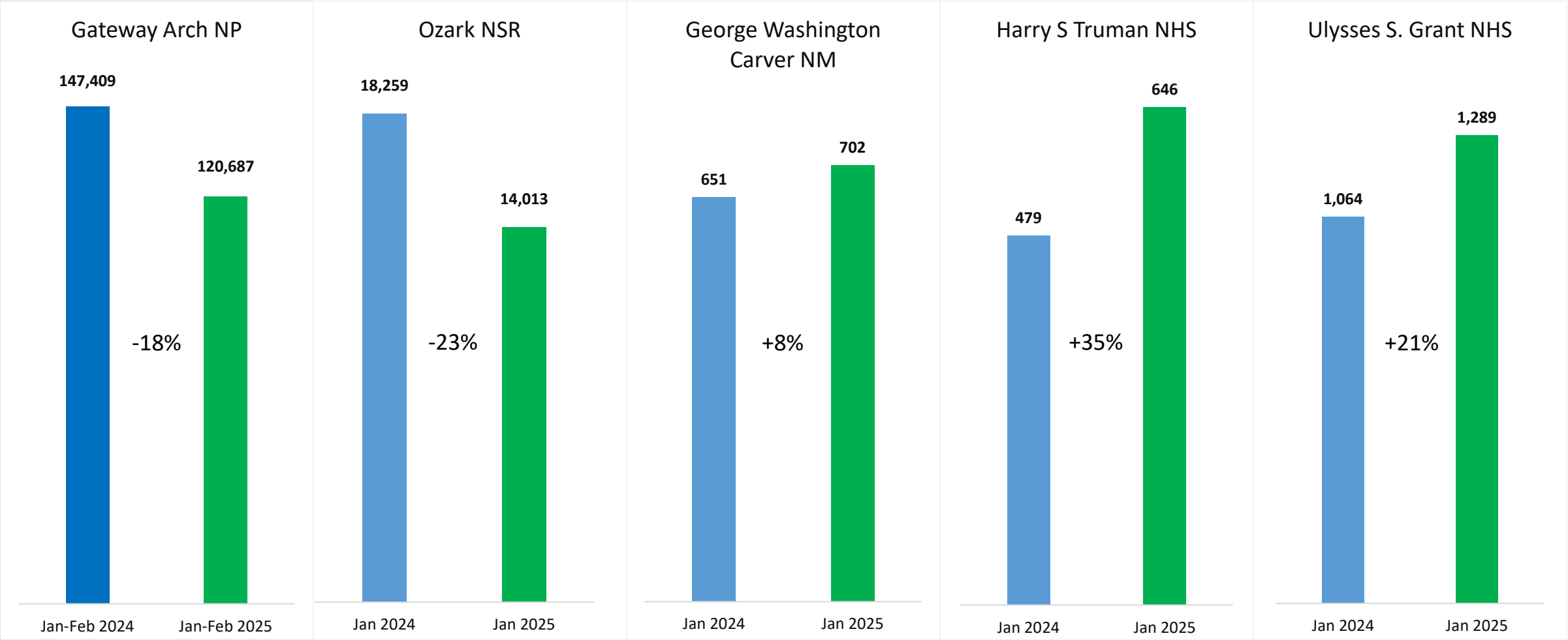
All Missouri State Parks



Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in January 2025





Airport Throughput by State

January 2025

Month
January 2025

Primary State
Missouri

Comparison State 1
Illinois

Comparison State 2
Tennessee

Compare to
Previous Year

Report Type
Month



Missouri Throughput

January 2025 Month

875.3K

MOM
▼ -23.1%

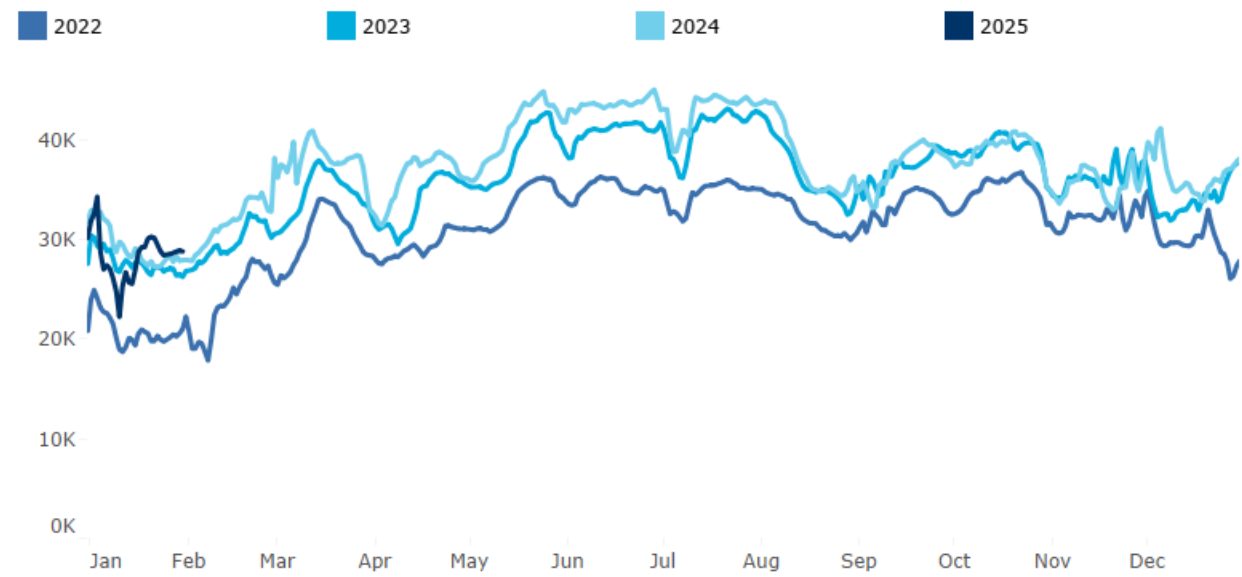
January 2025 YOY
▼ -1.3%

January 2025 vs. 2019
▲ 1.9%

Month YOY vs. Previous Year
▼ -1.3%

Throughput: Missouri

7 day moving average trend



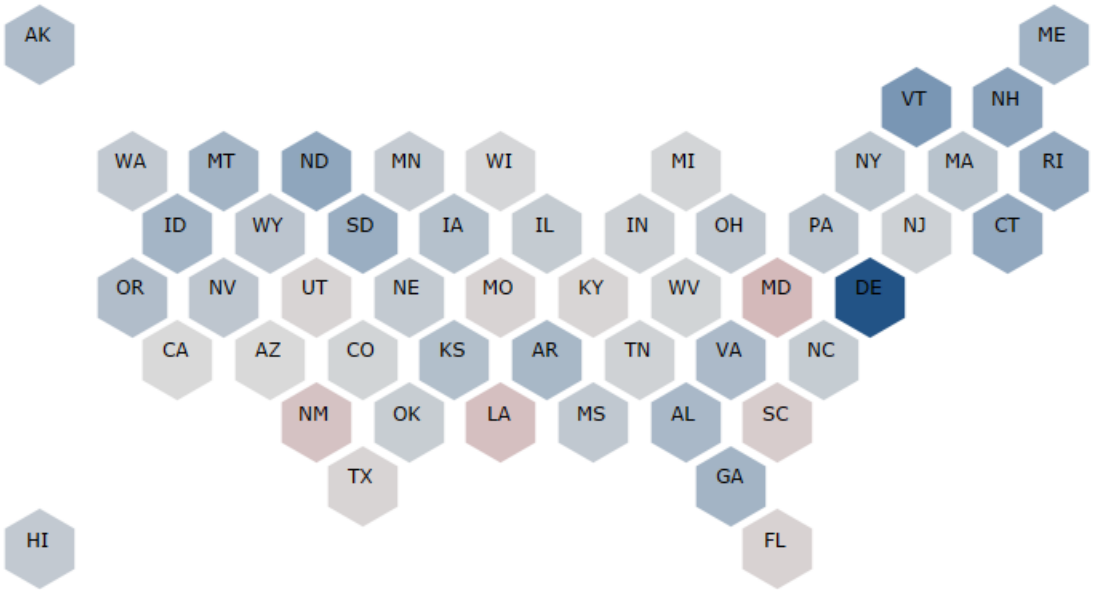
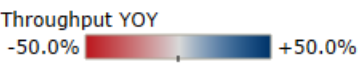
Competitive Set Throughput

Last 6 months, vs the same months in 2024

	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25
Missouri	+4%	+1%	-1%	-2%	+7%	-1%
Illinois	+9%	+5%	+3%	+4%	+9%	+3%
Tennessee	+9%	+4%	+1%	+2%	+5%	+2%
USA	+5%	+2%	+1%	+0%	+7%	+2%

Throughput by State of Departure

January 2025 Month vs the same time period in 2024 (Click to filter)



Missouri Throughput by Airport

January 2025

Month
January 2025

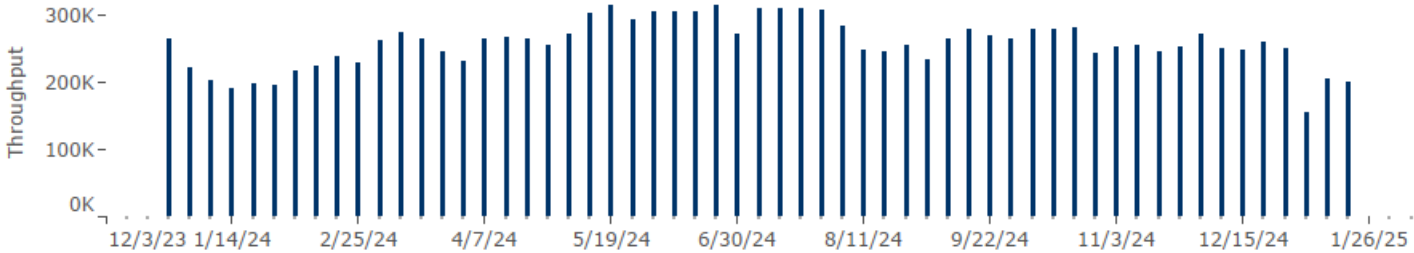
State
Missouri

Compare to
Previous Year

Report Type
Month

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2024

	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25
All Airports	4%	1%	-1%	-2%	7%	-1%
St. Louis Lambert International	5%	2%	-1%	-6%	6%	-4%
Kansas City International	2%	-1%	-1%	0%	7%	-1%
Springfield-Branson National	12%	9%	4%	4%	15%	10%
Columbia Regional	6%	15%	11%	8%	9%	12%
Joplin Regional	51%	59%	52%	49%	72%	113%
Cape Girardeau Regional	23%	1%	36%	24%	23%	19%
Waynesville-St Robert Regional Forney Field	13%	1%	9%	17%	16%	56%
Kirksville Regional	52%	48%	23%	29%	16%	47%
Branson Airport	-100%	-100%	-100%	-100%		

Map View of Airports

January 2025 Month, % change relative to 2024
Click on airports to sort Throughput by Week chart

